

MILWAUKEE DOWNTOWN PLAN

“Building on Momentum”

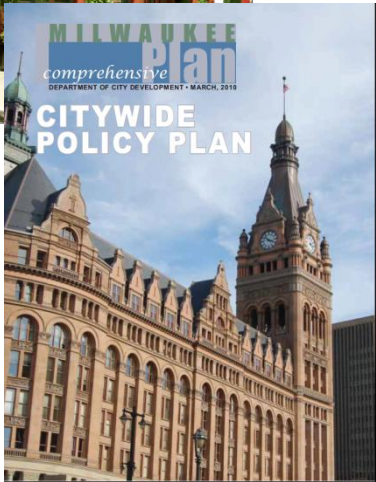
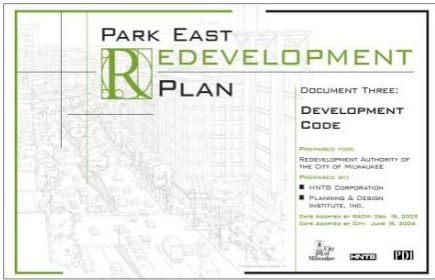
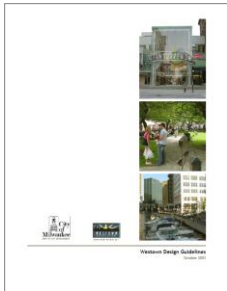
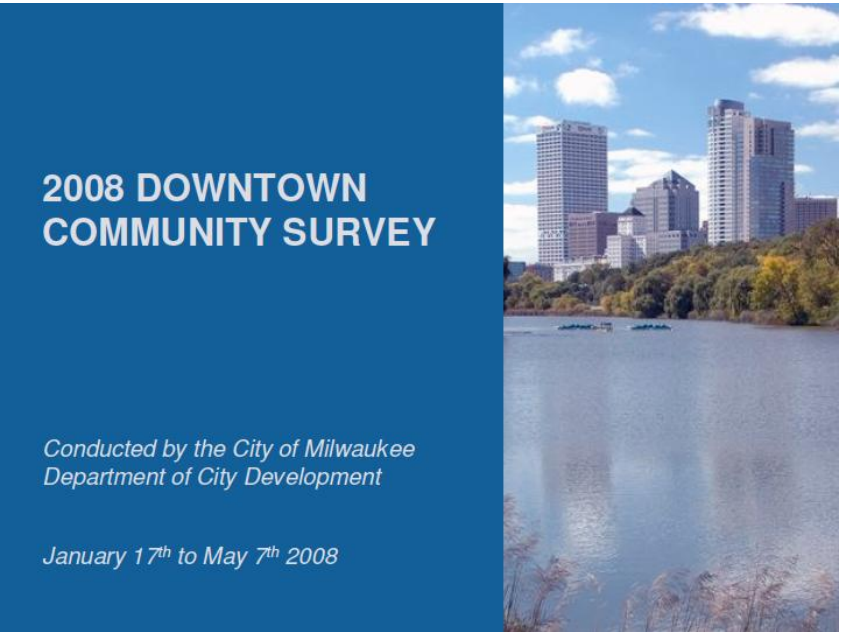
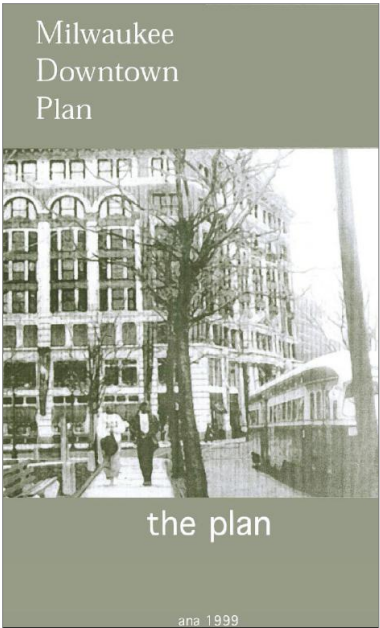


October, 2010

Planning Context

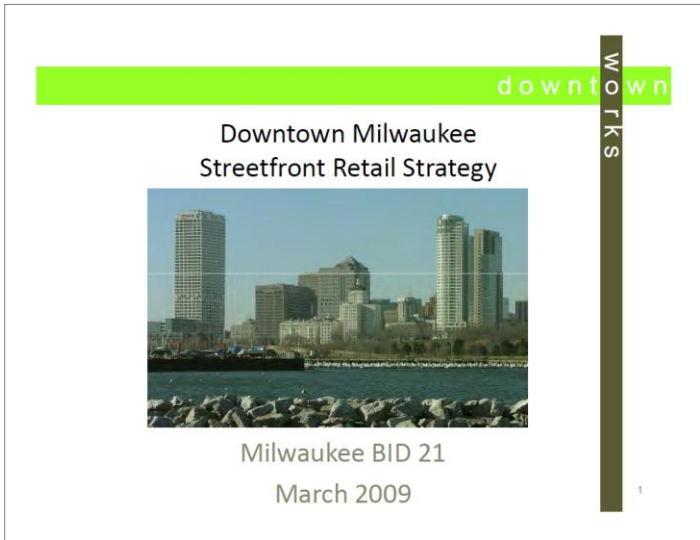
In October 2010, the Milwaukee Common Council approved this Downtown Area Plan, an update to the 1999 Downtown Plan. The plan is a culmination of review of changes to downtown and policies of the past 10 years and extensive community input over the time of the planning process. The plan process, lead by the city, was directed by a Contract Management Team, and included outside consultant to help bring both a positive environment for input and shed new ideas on the process.

Policy documents included the previous 1999 plan, including the catalytic projects identified by that plan, the recently completed BID 21 Downtown Retail Strategy, Westown Design Guidelines, Third Ward Plan and Design Guidelines, Park East Development Code, a Downtown Market Study, just to name a few. Community input include an extensive on-line downtown survey, numerous interviews, small and large group input sessions, open houses, and general feedback to ideas from a number of sources.



Milwaukee
Development
Corporation

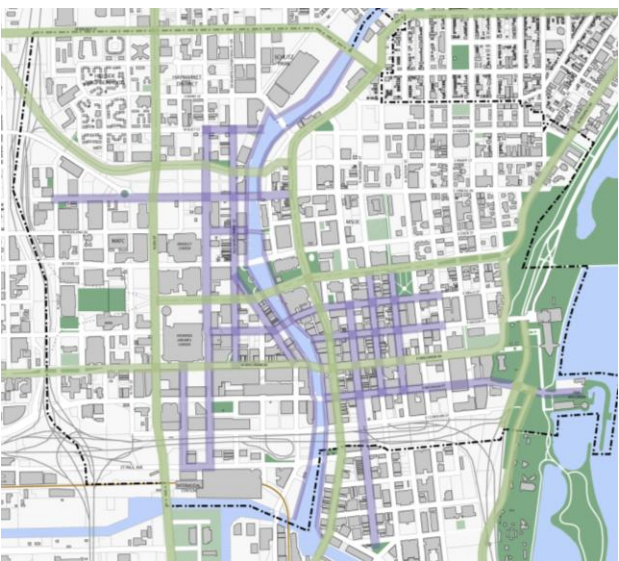
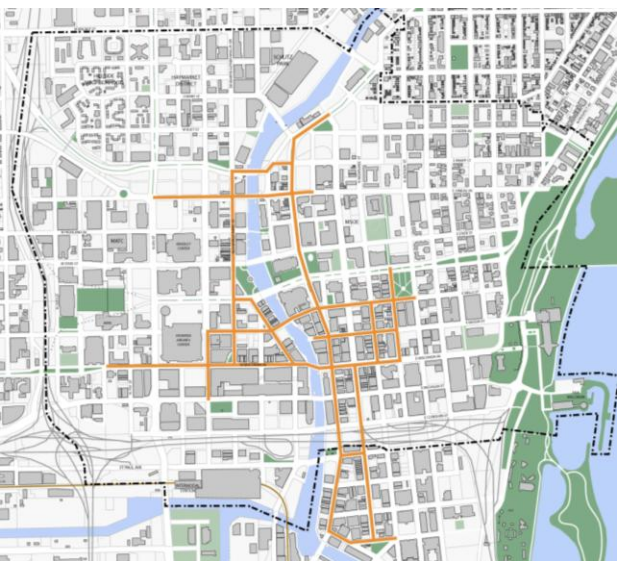
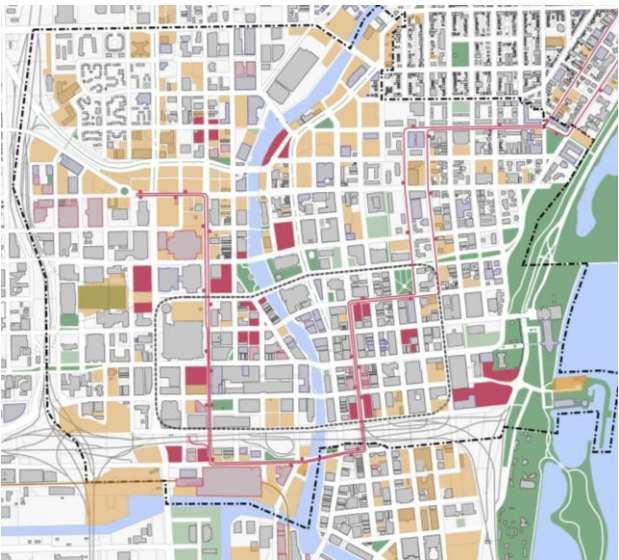
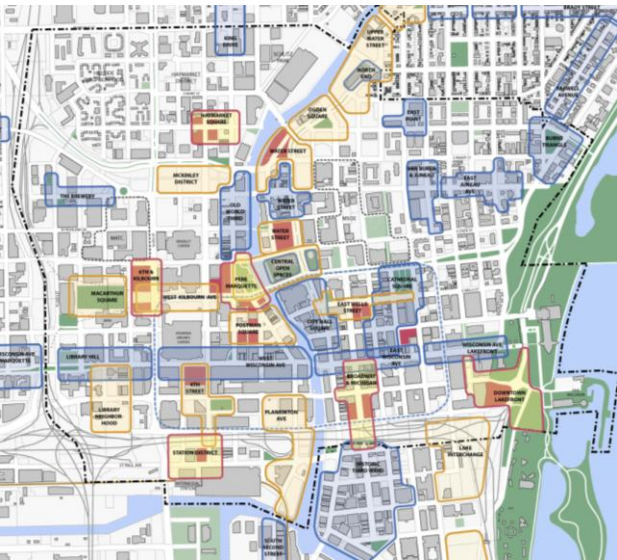
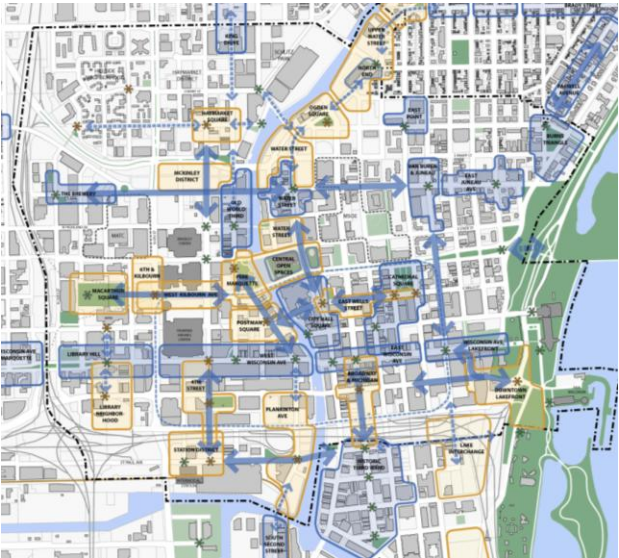
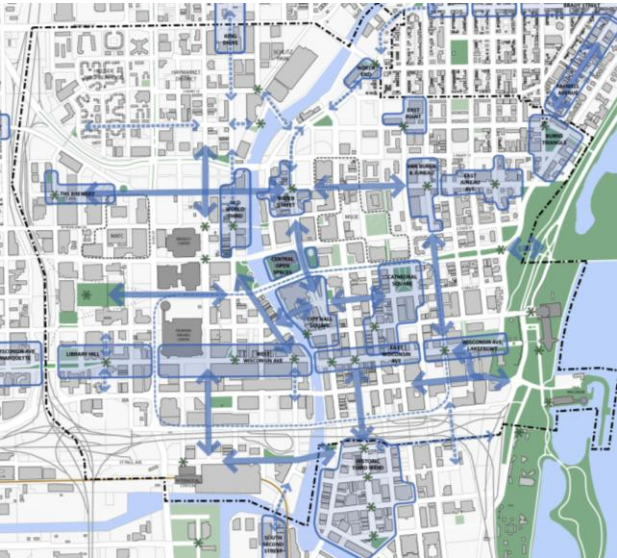
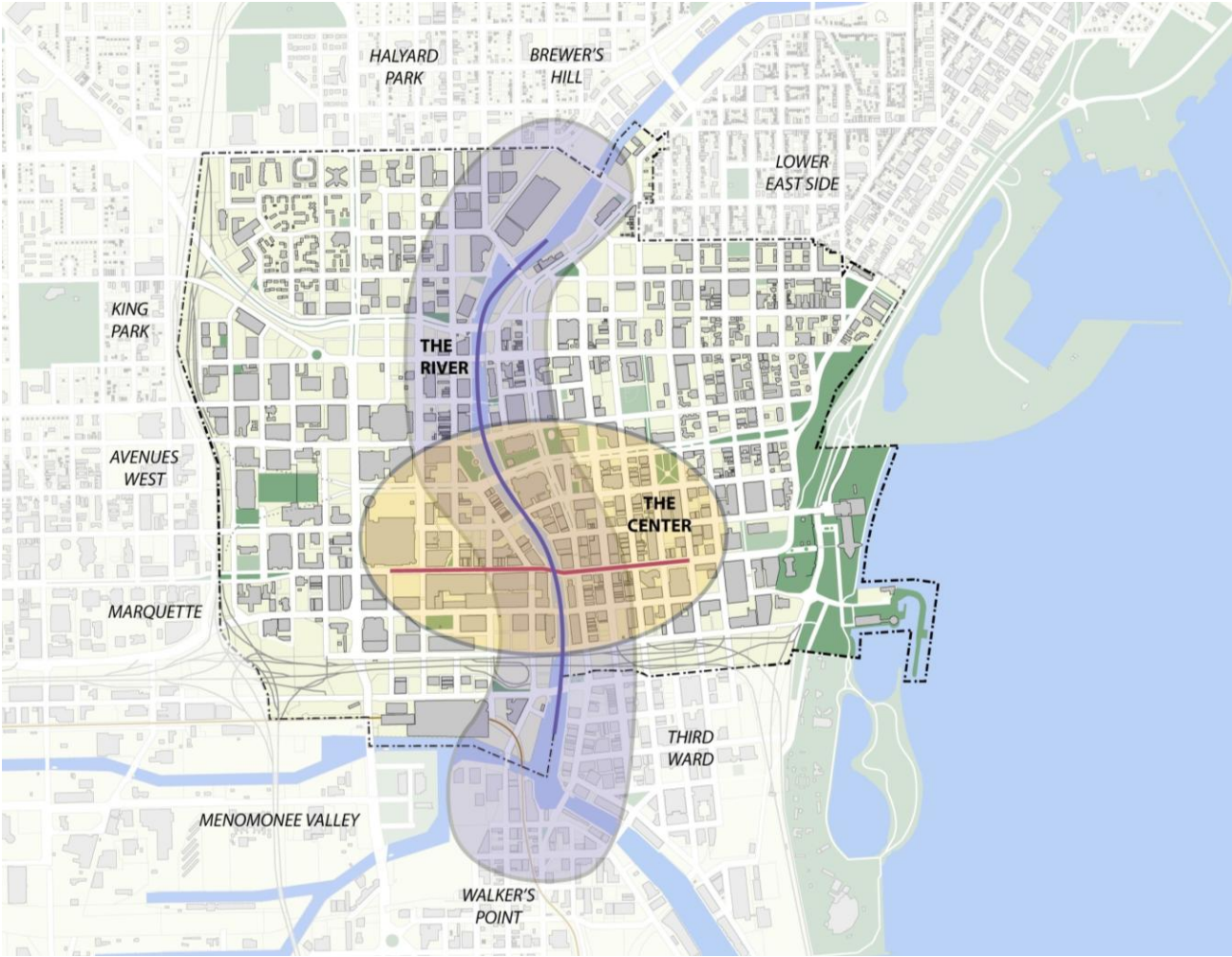
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Planning Themes

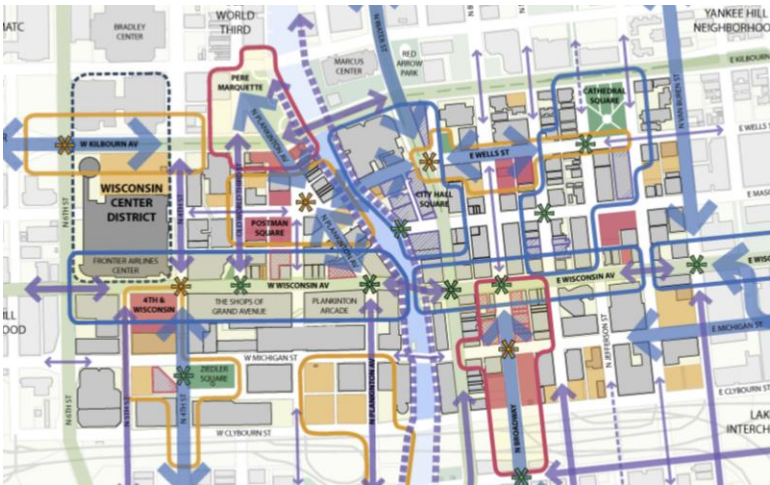
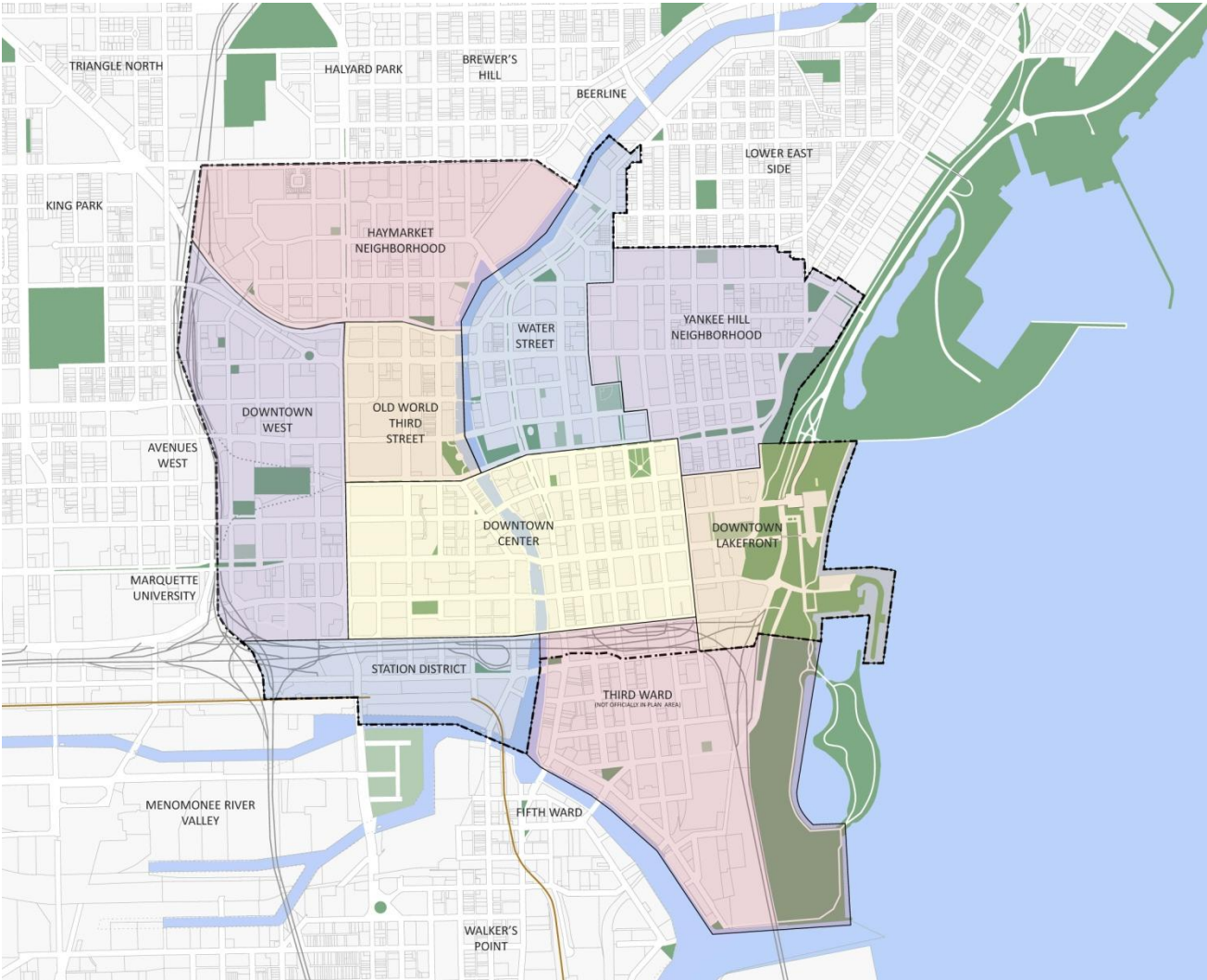
The results of this synthesis was a recognition of the assets that downtown can build from, most namely the river, the lake and the unique historic buildings, many surrounding the city’s main street, Wisconsin Avenue. The process identified existing “places” in downtown and the lack of connection between these places.

From this, the plan identifies 4 key themes and numerous approaches to addressing these themes. The four themes: center focus, place-making, improved connections, and increased density/intensity. The approaches to addressing these themes include create a street hierarchy system, recognizing civic design, iconic buildings, public art, and environmental sustainability to name just a few.



Downtown Districts

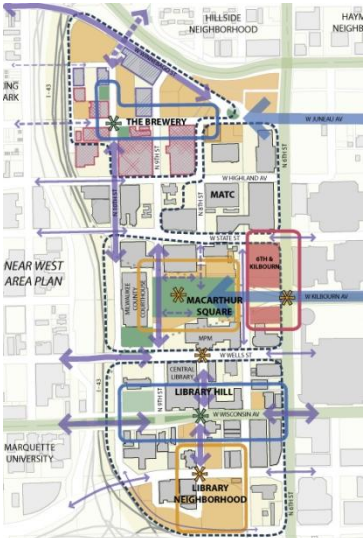
In order to manage the conversation about a relatively large downtown area, districts were created, where more detailed recommendations could be made. Throughout downtown “key hinge sites” were identified as critical locations to see and anticipate change in order to carry out the themes, especially place-making and improved connections.



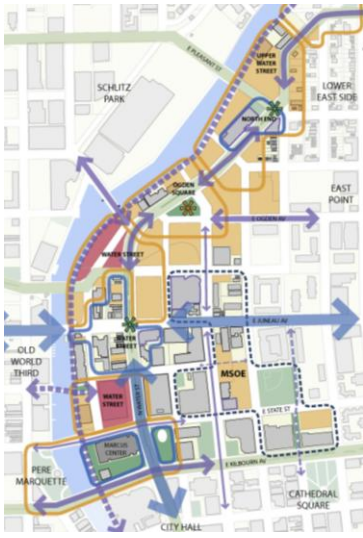
Downtown Center



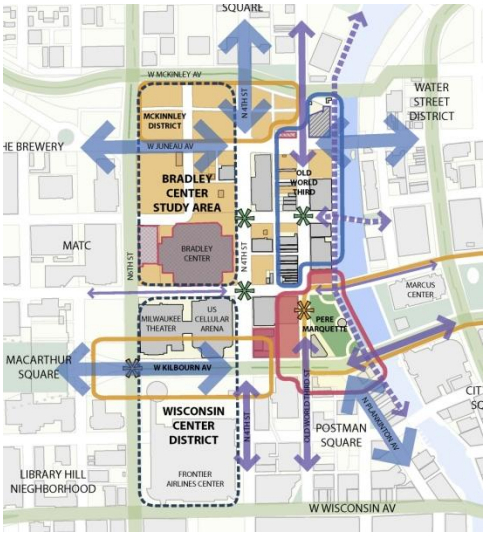
Downtown Lakefront



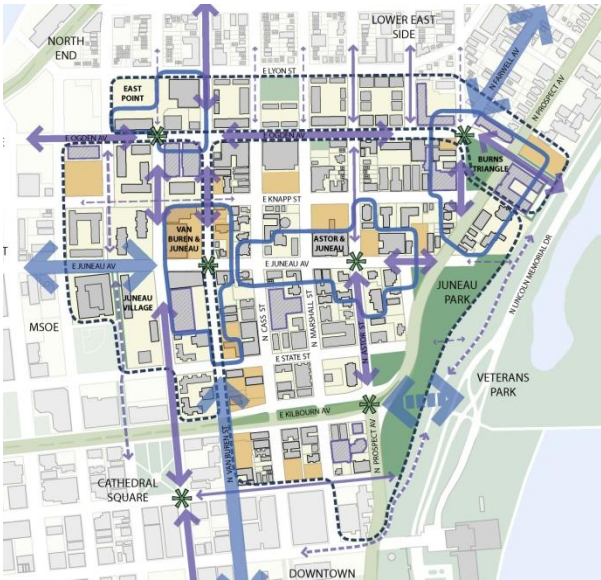
Downtown West



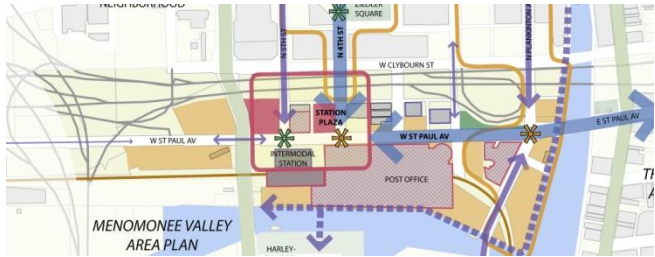
Water Street



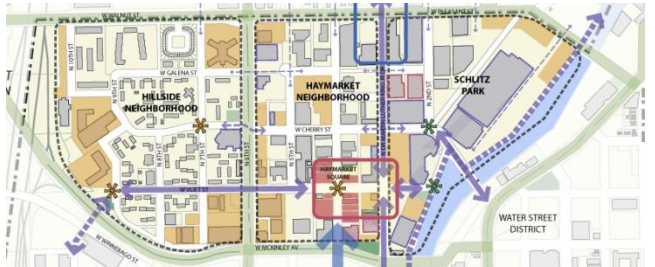
Old World Third Street



Yankee Hill



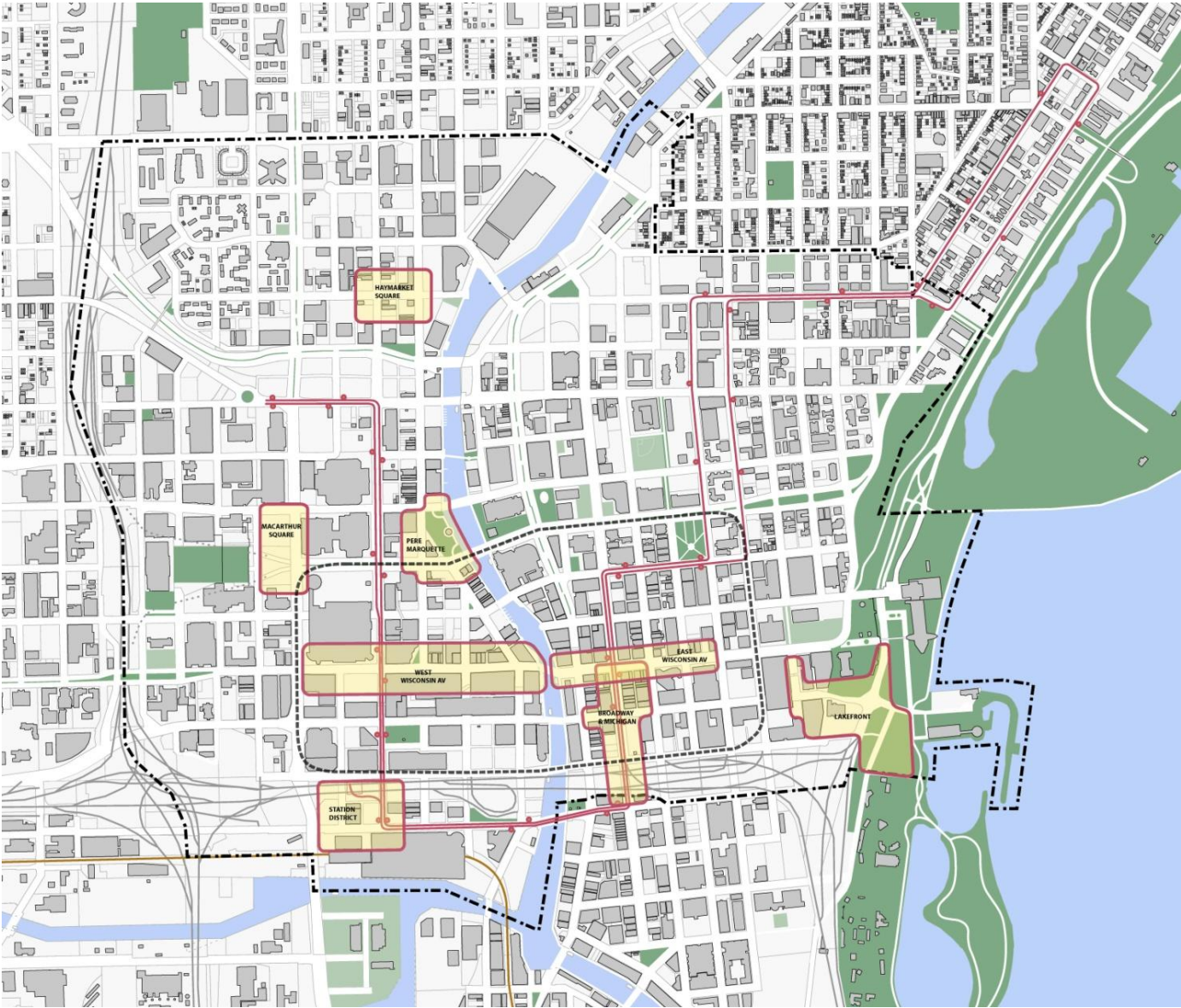
Station District



Haymarket District

Catalytic Projects

Of these key hinge sites, certain locations were noted as “catalytic sites”, those sites where positive changes could fulfill a role much larger than that of simply an individual site. The plan’s themes are intended to create a strong focus to development and are meant to drive demand generators to these key sites and corridors. Increasing population density, including resident as well as business/ jobs is certainly key to a more robust, vibrant, and economically successful downtown.



Broadway Connection



Pere Marquette Square



Wisconsin Avenue Strategy



Lakefront Gateway



Station Plaza



Haymarket Square



Downtown Streetcar



Kilbourn Extension to MacArthur Square

Implementation

With the approval of this plan, much remains to be done to implement the plan and carry out its goals. This includes seeing the formation of stakeholder group to carry out the detailed catalytic projects. Policy and regulation changes such as zoning code revisions, design guidelines and specialized task-forces will be needed in the near future in order to implement the concepts adopted by this plan. As many stakeholders have stated “this plan is a start, not an end, to the overall improvement to Downtown Milwaukee”. Nothing could be closer to the truth. A continued public-private partnership, with strong involvement of the downtown area BIDs and other organizations will help to ensure the efforts of the all brought to this process will become reality in the upcoming decade and beyond.

